



SOCIAL COAST

CONFERENCE HIGHLIGHTS

Regional Environmental Committee | March 5, 2020

Conference Overview

Focused on social science applications to coastal management topics

Government, academic, private, and non-profit sectors represented

Organized by NOAA Office for Coastal Management and the National Estuarine Research Reserve Association



Tracking Progress towards Coastal Resiliency

Resilience Project Tracking -
Operations Dashboard

Resilience Programs and Policies -
Locality Fact Sheets

Lessons Learned

- Adopt a flexible framework

- Contact multiple departments

- Develop a plan for keeping it up to date

What We Shared

Resiliency Programs and Policies

Norfolk

Policy Fast Facts

Freeboard Standard: 3 feet above the base flood elevation for new construction or substantial improvement in the Special Flood Hazard Area. An additional 18 inches above grade is required for structures in the Shaded-X Zone (2014 Floodplain Ordinance)

2018 Zoning Code Update: Supports flood mitigation goals by establishing resilience overlays based on flood risk and a Resilience Quotient to guide new development.

2016 Comprehensive Plan Update: Environmental Sustainability (Chapter 6) includes a detailed review of coastal hazards and suggested mitigation actions.

2017 Hampton Roads Hazard Mitigation Plan: Actions related to flood-prone structures, infrastructure, and public outreach.



Program Spotlight

Norfolk Coastal Storm Risk Management Study
Multi-year, citywide analysis by the U.S. Army Corps of Engineers to identify and design flood risk management projects. The first construction feature, a berm and floodwall from Harbor Park to the existing downtown floodwall, is in Pre-construction Engineering Design.

Ohio Creek Watershed Project

Includes nature-based and hardscape approaches to mitigate flooding and improve public access. Construction has begun with anticipated completion in Spring 2023. Grant funding provided by the Department of Housing and Urban Development.



By The Numbers

Community Rating System score of **7**

15% Discount on flood insurance premiums in the Special Flood Hazard Area

12,374 Flood insurance policies in force
Count as of June 30, 2019

What We Shared

askHRgreen.org

A Regional Approach to Public Outreach

Special Projects & Partnerships

Write as Rain

Trashy Art - 2019 Great American Cleanup

Imagine a Day Without Water

Straw-free Hampton Roads

Lessons Learned Along the Way

Metrics, Building Consensus, Being Responsive/Adaptable,
Stakeholder Engagement



POWERED BY

17 member jurisdictions +
Hampton Roads Sanitation District
(HRSD)

DESIGNED TO

Inform the public
Meet public outreach requirements
Maximize economies of scale
Change the world (our little corner
of it)

REGIONAL PARTNERSHIP

HITTING THE STREETS WITH ASKHRGREEN.ORG ...WELL, THE SIDEWALKS

"WRITE AS RAIN" CAMPAIGN
Hidden "green" messages on sidewalks &
streetscapes - only visible when wet



IMAGINE A DAY WITHOUT BEER OR COFFEE

IMAGINE A DAY WITHOUT
WATER CAMPAIGN
Tapping into natural advocates for clean
water by partnering with local coffee shops
and breweries

NO WATER, NO BEER

What would you miss most on a day without water?



A PARTNERSHIP THAT DOESN'T SUCK

STRAW-FREE HAMPTON ROADS

Collaboration with Keep it Beachy Clean to
promote "Straw-free Earth Day" initiative



TRASHY ART

2019 GREAT AMERICAN CLEANUP

Region-wide cleanup and collaboration
with local scrap artist

Get Flood Fluent

Regional Flood Insurance Outreach Campaign

Campaign overview

- Goals

- Funding

- Structure

Campaign components

- Website

- Toolkit

- Media

Introduction of Flood Risk Calculator Tool

What We Shared



Get Flood Fluent, Hampton Roads,
and **protect yourself with flood insurance.**

WHY

Why do you need flood insurance?

Sure, many homes and families in Hampton Roads have yet to experience flooding. If you haven't had water where it's not supposed to be, you've been lucky. But times, as they say, are a'changin. And the facts are the facts. Here goes...

GetFloodFluent.org

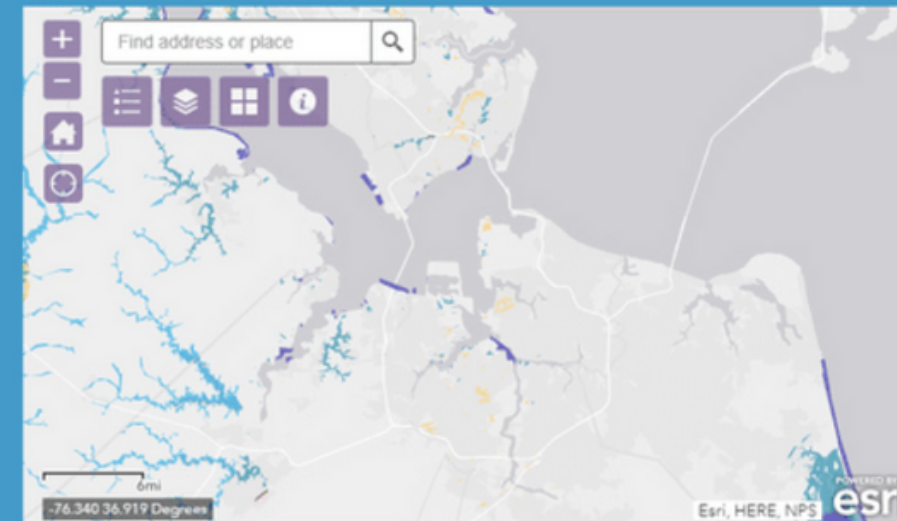
FLOOD RISK CALCULATOR



Select the flood zone of the property
you wish to insure.

If you don't know your flood zone, search for your address on the map on this page. Zoom in and click on your property's footprint. Locate your flood zone in the pop-up info box.

FIND YOUR PROPERTY AND FLOOD ZONE



MAKE YOUR SELECTION



My flood zone is...

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What you need to know:

How are flood zones determined? ▼

What are the flood zone levels? ▼



What We Heard

**Risk Communication
Stakeholder Engagement
Tools & Resources**

Keeping Carolina Clear

MS4 permit communities partner through Clemson Cooperative Extension to provide stormwater education, outreach, and public involvement opportunities.

What We Heard

Generating Community Leadership and Capacity for Coastal Resilience Solutions

Greenovate Boston Leaders Program involves community members in climate resilience planning and programs.

What We Heard

Undercurrents: Navigating the Human Dynamics of Climigration

An applied theater approach to discussing managed retreat

Professional actors played the roles of: **civic leader, scientist, and community resident**

What We Heard



University of
New Hampshire



Resources

RISK COMMUNICATION AND ENGAGEMENT TOOLS

Coastal Resilience Index self-assessment tool, Mississippi-Alabama Sea Grant Consortium and NOAA's Coastal Storms Program: <http://masgc.org/coastal-storms-program/resilience-index>

FEMA Flood Risk Communication Toolkit for Community Officials: <https://www.fema.gov/media-library/assets/documents/179697>

The Nature Conservancy:

- Maine's Coastal Risk Explorer: <https://maps.coastalresilience.org/maine/>
- Camden County, Georgia, Coastal Resilience decision-support tool: <https://maps.coastalresilience.org/georgia/>

CONFERENCE PRESENTATIONS WILL BE MADE AVAILABLE AT:

<http://www.cvent.com/events/2020-social-coast-forum/event-summary-dae53efef7d94ae4891d00545051ded9.aspx>